



**Audi Communications**

Shannon Pentecost  
Spokesperson – Marketing  
Phone: +64 21 049 2277  
E-mail: [spentecost@audi.co.nz](mailto:spentecost@audi.co.nz)  
[www.audi.co.nz](http://www.audi.co.nz)

**Efficiency and everyday usability: The latest Audi TFSI e plug-in hybrid models**

- The Audi plug-in hybrid range continues to grow with the new Audi A3, Q3, Q7 & Q8 TFSI e models
- The Audi Q7 & Q8 60 TFSI e quattro come with a 3.0 TFSI V6 engine combined with a hybrid module which sets the total system output at 340kW of power and 700Nm of torque
- The Audi A3 Sportback 40 TFSI e and the Q3 45 TFSI e are eligible for the Clean Car Discount
- The TFSI e range is designed to cover daily journeys on fully electric power

**New Zealand, 13 October 2023 - Audi is continuing to broaden its electrification offering with the new A3, Q3, Q7 & Q8 TFSI e models. These models will form Audi’s new plug-in hybrid range alongside the Q5 TFSI e which launched in New Zealand earlier this year. Featuring Audi’s new hybrid management system, it provides drivers with a confident electric driving experience, simple charging management, and a high level of everyday usability.**

“We are excited to continue our electrification initiative at Audi with the rollout of these TFSI e plug-in hybrid models,” said Greg Leet, general manager at Audi New Zealand. “Joining the recently launched Q5 TFSI e here in our NZ showrooms, the larger SUVs are a valuable addition to the range offering extra space, comfort, and towing capabilities, with the added convenience of driving with better fuel efficiency. While our more compact models (A3 & Q3) serve customers as an efficient daily drive.”

**Two power units and performance: drive and transmission**

The Audi TFSI e plug-in hybrid range relies on the power of its two hearts. In the Q7 & Q8 TFSI e quattro, one of the brand’s most modern engines, the 3L TFSI serves as the combustion engine delivering an output of 250 kW and 450 Nm of torque. A permanently excited synchronous motor (PSM) serves as the electric motor. Together with the coupling, which connects the combustion engine to the drivetrain, it forms what is known as the hybrid module – delivering a combined peak output of 340 kW and 700 Nm of torque.

A quick and smooth shifting eight-speed tiptronic transfers the forces of the two motors via the quattro drivetrain to all four wheels. And, when both power units work together in boost mode, the Q7 TFSI e accelerates from 0 to 100 km/h in 5.4 seconds and reaches an electronically limited top speed of 240 km/h. The Q8 TFSI e quattro delivers sprints to 100 km/h in 5.4 seconds. In electric operation, the Q7 can achieve up to 50km\* and the Q8 up to 48 km\* in accordance with the WLTP procedure.

The A3 and the Q3 TFSI e both include a 1.4LTFSI as the combustion engine combined with a PSM. The PSM is integrated with the housing of a six-speed S tronic transmission. Together, these motors generate a power output of 150 kW and 350 Nm of torque in the A3 TFSI e and an output of 180 kW and 400 Nm of torque in the Q3 TFSI e.

The A3 TFSI e accelerates from 0 to 100km/h in 7.6 seconds and the Q3 TFSI e in 7.3 seconds – both models have an electronically limited top speed of 140 km/h in Pure Electric mode. In electric



operation, the Q3 can achieve up to a range of 55 km\*, while the A3 can cover up to an impressive 62km\* in accordance with the WLTP procedure.

**For maximum efficiency: the predictive operating strategy**

Whether you are driving short or long distances, the hybrid management of the TFSI e is designed so that the driver can cover a large section of their daily journeys on electric power.

The drive will start in fully electric “EV” mode. “Hybrid” mode offers two operating modes: “Auto” and “Hold”. In “Auto” mode, the predictive operating strategy is activated automatically when route guidance is started in the standard MMI navigation plus. The battery charge is spread intelligently along the route, with large electric portions in the city and in stop-and-go traffic. In “Hold” mode the battery’s existing state of charge is kept at the current level with just minimum fluctuations. This is done by recuperation and shifting the load point. Following a long-distance journey, this allows the following urban drive to be covered on purely electric power.

**Even greater efficiency: freewheeling and recuperation**

The phases in which the driver takes their foot off the accelerator pedal are also important for the efficiency of these plug-in hybrids. The PEA takes over the regulation in such situations. In addition to the navigation data, it also takes the distance to the car in front into account and then decides between freewheeling with the TFSI switched off (“gliding”) and recuperation. These models can recover up to 25 kW of power just by coasting and feed it back to the lithium-ion battery.

When operated as an alternator, the electric motor performs all light and medium brake applications up to 0.3 g, which make up more than 90% of all deceleration processes in everyday customer operation. The hydraulic wheel brakes are activated only in the case of heavier deceleration processes. Thanks to sophisticated fine-tuning, the transition, also known as “blending,” between the electric and hydraulic brakes is virtually imperceptible; the brake pedal always provides good feedback and can thus be modulated precisely. During a brake application, the Q7 & Q8 TFSI e achieve a recuperation power of up to 80 kW, while the A3 & Q3 can recover up to 40 kW.

**Compact performance: the A3 40 TFSI e**

The Audi A3 40 TFSI e truly has the driver’s needs at its heart, with features like lane change assistant and tire mobility system coming as standard. The interior comes with a smart fabric trim throughout, complemented by titanium grey headlining and platinum grey inlays.

**Efficient and versatile: the Q3 45 TFSI e**

The design of the Audi Q3 45 TFSI e lets the driver enjoy a powerful and sporty stance on the road. The standard exterior includes black roof rails and window trims, adding to the car’s sporty look. The interior features titanium grey headlining, finished with a micro-metallic silver inlays.

**Sporty character: the Q7 60 TFSI e quattro**

The Audi Q7 60 TFSI e quattro delivers sporty appeal which is reinforced by the standard S line exterior and striking design details at the front and rear. The look is completed by the black styling package and the Matrix LED headlights. Red brake calipers are installed behind the 20-inch wheels, and the adaptive air suspension provides a great range from taut handling to comfortable rolling.

The interior features the S line sport package. This includes sport seats with S line embossing, black headlining, and aluminium inlays. When the doors are opened, LED lights in the door sills project the four rings onto the ground.

**Big in stature and economy: the Q8 60 TFSI e quattro**

The Audi Q8 60 TFSI e quattro is Audi’s most progressive SUV coupé to date. The standard S line exterior package sharpens its appearance with striking design details at the front, side, and rear. Combined with the black styling package which contrasts with the S line exterior attachments in body colour.



Matrix LED headlights come as standard, as does the adaptive air suspension sport. The S line sport package immerses the interior in black or partially in rotor gray (on the seats). It includes sport seats with S embossing, pedals, footrests made of stainless steel, and inlays made of matt brushed aluminium.

**Convenient charging on the road**

All TFSI e plug-in hybrid models come with a standard Compact charging system plus, a Mode 3 cable with a Type 2 plug for use at public charging stations. The Compact charging system comprises cables for household and industrial outlets plus a control unit. The system features an LED status display and safety functions such as temperature and residual current monitoring. Audi also offers the optional wall-mounted holder clip, and a lockable holder for the charging system.

**The full Audi TFSI e range is available to test drive now at your local Audi dealership.**

- **Audi A3 Sportback 40 TFSI e MRP from \$72,990\* + ORC**
  - **Eligible for the Clean Car rebate of \$4,025**
- **Audi Q3 45 TFSI e MRP from \$79,990\* + ORC**
  - **Eligible for the Clean Car rebate of \$4,025**
- **Audi Q7 TFSI e 60 quattro MRP from \$167,990\* + ORC**
- **Audi Q8 TFSI e 60 quattro MRP \$173,990\* + ORC**

– End –

\*Prices are maximum retail including 15% GST. Prices & specifications are subject to change without notice. Maximum Retail Price does not include additional on road costs.

WLTP (real world driving test) sets the Audi A3 Sportback TFSI e range at up to 62km. This is variable based on driving conditions, style, situation and terrain. The average New Zealander drives approx. 40km per day.

WLTP (real world driving test) sets the Audi Q3 45 TFSI e range at up to 55km. This is variable based on driving conditions, style, situation and terrain. The average New Zealander drives approx. 40km per day.

WLTP (real world driving test) sets the Audi Q7 60 quattro TFSI e range at up to 50km. This is variable based on driving conditions, style, situation and terrain. The average New Zealander drives approx. 40km per day.

WLTP (real world driving test) sets the Audi Q8 60 quattro TFSI e range at up to 48km. This is variable based on driving conditions, style, situation and terrain. The average New Zealander drives approx. 40km per day.

\*\*The contribution towards your home installation costs is only available to the first registered owner and will be paid by Audi to HRV directly. The contribution is only available for installations done by HRV and cannot be redeemed for cash or anything else. If the installation cost is more than the contribution that is your responsibility and will be invoiced by HRV to you before the completion of installation. Offer available until 31 December 2023.

**> A3 Summary Comparison**

	<b>A3 40 TFSI S line</b>	<b>A3 40 TFSI e</b>
<b>Technical Information</b>		
Power in kW	140	150
Torque in Nm	320	350
Fuel consumption (l/100km)	7.4	TBD
Drive train	quattro	Front wheel drive
<b>Exterior Features</b>		
e-tron charging system + wall bracket	-	•
“advanced” bumpers + exterior trim	-	•
S line bumpers + exterior trim	•	-
Tire mobility system	-	•
Space saving wheel	•	-



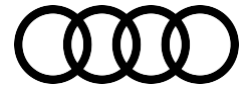
<b>Driver Assistance Systems</b>		
Lane change assistant	-	•
Lane change assist w/ rear cross traffic alert	•	-
<b>Wheels</b>		
Description	18" 5-spoke Y-style, Graphite Gray, diamond-turned	18" 5-spoke W-style alloys, silver
Tyres	225/40 R18 tyres	225/45 R17 tyres

> Q3 Summary Comparison

	Q3 45 TFSI	Q3 45 TFSI e
<b>Technical Information</b>		
Power in kW	180	180
Torque in Nm	370	400
Fuel consumption (l/100km)	8.3	TBD
Drive train	quattro	Front wheel drive
<b>Exterior Features</b>		
e-tron charging system + wall bracket	-	•
"Basic" bumpers + exterior trim	-	•
S line bumpers + exterior trim	•	-
Tire mobility system	-	•
Space saving wheel	•	-
Black roof rails + decorative trim	-	•
<b>Driver Assistance Systems</b>		
Programmable speed limiter	-	•
Adaptive cruise control	•	-
<b>Interior Features</b>		
Fabric "Argument" seat trim	-	•
Fabric "Pulse/leatherette" seat trim	•	-
Interior lighting	-	•
Ambient lighting package	•	-
<b>Wheels</b>		
Description	18" 5-arm style	18" 5-double arm style
Tyres	235/55 R18 tyres	235/55 R18 tyres

> Q7 Summary Comparison

	Q7 50 TDI	Q7 60 TFSI e
<b>Technical Information</b>		
Power in kW	210	340
Torque in Nm	600	700
Fuel consumption (l/100km)	8.1	2.1
<b>Exterior Features</b>		
Red brake callipers	-	•
Black exterior styling	-	•
Sports air suspension	•	-
Adaptive air suspension	-	•
Privacy glass	-	•
All wheel steering	•	-
<b>Interior Features</b>		
Two Zone A/C	•	-
Tri Zone A/C	-	•
7 Seats	•	-
<b>Wheels</b>		



Description	5-spoke turbine	10-spoke star
Tyres	285/45 R20 tyres	285/45 R20 tyres

> Q8 Summary Comparison

	Q8 55 TFSI	Q8 60 TFSI e
<b>Technical Information</b>		
Power in kW	250	340
Torque in Nm	500	700
Fuel consumption in L/100km	10.1	TBC
<b>Exterior Features</b>		
S line	-	•
Red brake callipers	-	•
Black exterior styling	-	•
Sport air suspension	-	•
Privacy glass	-	•
All wheel steering	•	-
<b>Interior Features</b>		
S line trims & upholstery	-	•
Two Zone A/C	•	-
Tri Zone A/C	-	•
<b>Wheels</b>		
Description	5-arm	5-spoke V-style
Tyres	275/50 R20 tyres	285/45 R21 tyres



---

The **Audi Group**, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 18 locations in 13 countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 motorcycles of the Ducati brand. In the 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.

---